

New York City Airbnb Market Analysis

Exploring pricing patterns, neighborhood distribution, host performance, and review trends across the NYC Airbnb landscape

Project Summary

About This Analysis

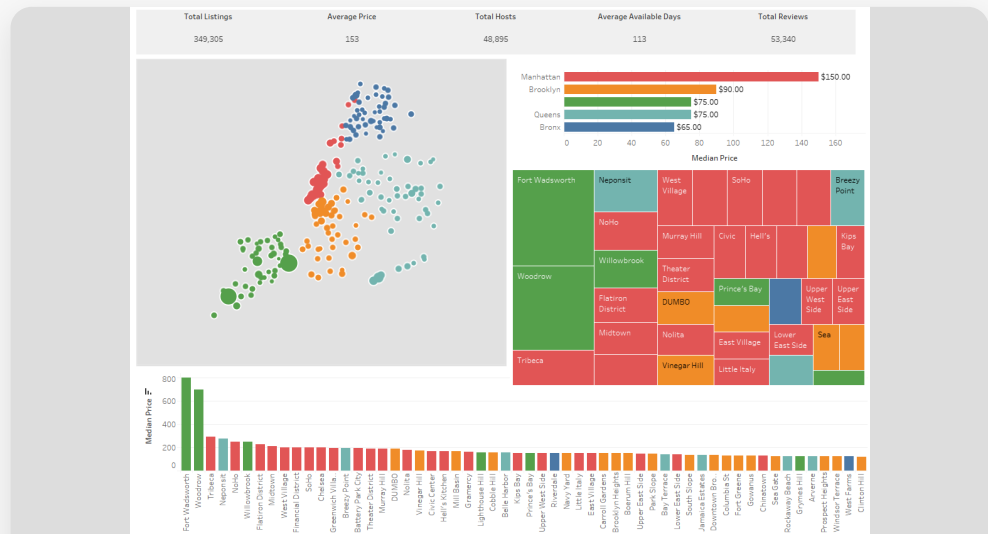
This comprehensive analysis of New York City's Airbnb market explores multiple dimensions of the short-term rental landscape across all boroughs. The analysis is structured around four key themes:

- Neighborhood Distribution:** Examining listing density and pricing variations across NYC's diverse neighborhoods
- Host & Renter Dynamics:** Analyzing host earnings, property management patterns, and renter preferences
- Review Insights:** Investigating the relationship between reviews and pricing strategy
- Price Factor Analysis:** Identifying key variables that influence accommodation pricing

Through these interconnected dashboards, we reveal the economic patterns, market opportunities, and customer preferences that define NYC's vibrant Airbnb ecosystem.

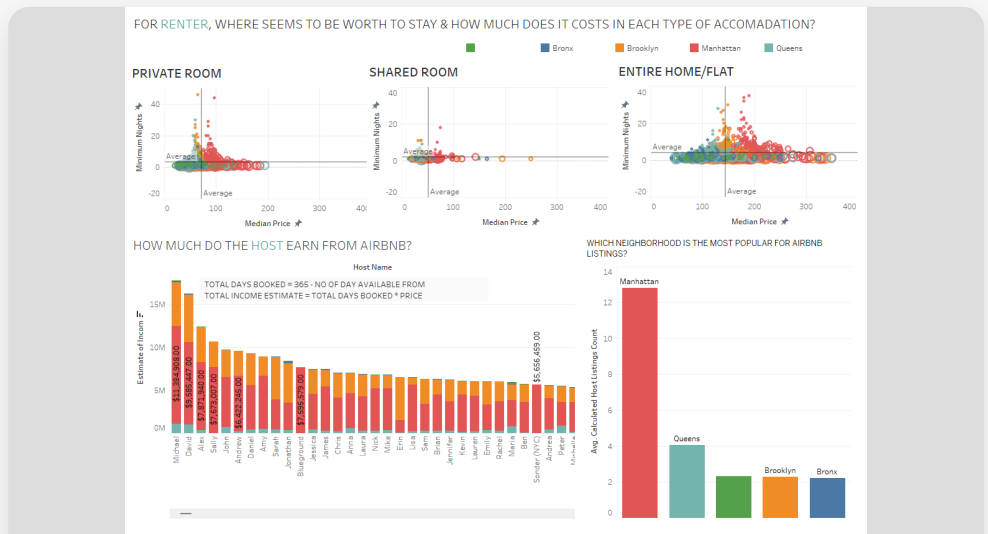
[View Interactive Dashboards on Tableau Public](#)

Dashboard Gallery



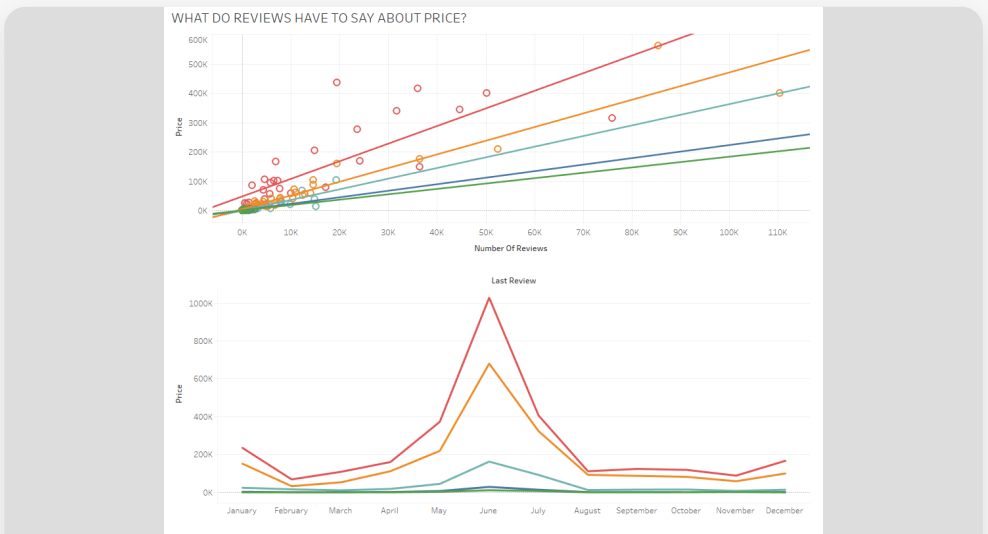
Neighborhood Distribution

Visualizing listing density and median pricing across NYC's diverse neighborhoods



The Renter & The Host

Analyzing host income, property management patterns, and accommodation preferences



Wonder of Reviews

Examining the relationship between review volume, seasonality, and pricing strategy



Other Factors on Price

Identifying key variables that influence accommodation pricing across the market

Key Insights & Narrative

Neighborhood & Pricing Patterns

Our analysis reveals significant price disparities across NYC boroughs, with Manhattan commanding premium rates while the Bronx offers more affordable options. The data shows:

- Manhattan's median price is approximately **\$90** per night
- Brooklyn and Queens both average around **\$75** per night
- The Bronx offers the most affordable options at approximately **\$65** per night
- Luxury neighborhoods like Tribeca, NoHo, and the Flatiron District command the highest prices, exceeding **\$200-400** per night

Host Economics & Property Management

The analysis identifies a concentration of earnings among top hosts, with significant variations in property management strategies:

- Top hosts (like Michael and David) generate estimated annual incomes between **\$7-11 million**
- Manhattan hosts manage the highest average number of listings per host at nearly **12 properties**
- Entire home/apartment listings command significantly higher prices than private or shared rooms across all boroughs
- Minimum night requirements vary by accommodation type, affecting pricing strategy and occupancy rates

Review Insights & Seasonal Patterns

Review volumes show interesting correlations with pricing and booking patterns:

- Higher-priced properties tend to accumulate fewer reviews, suggesting lower turnover or greater exclusivity
- Review frequency shows seasonal patterns, with peak activity during summer months (June-August)
- Review volume can serve as a proxy for booking frequency, revealing market demand patterns

Accommodation Type & Availability Impact

The analysis identifies key factors influencing pricing beyond location:

- Properties with lower availability (higher occupancy) tend to command higher prices
- Room type significantly impacts pricing across all boroughs, with entire homes commanding premium rates
- Manhattan maintains the highest pricing across all accommodation types, with entire homes averaging **\$150+** per night
- The price gap between entire homes and private rooms is most pronounced in Manhattan, less so in outer boroughs

Parameters, Filters & KPIs

Key Parameters

- Neighborhood Group (Borough)
- Neighborhood
- Room Type
- Minimum Nights
- Price Range
- Host ID

Interactive Filters

- Borough Selection
- Price Range Slider
- Room Type Toggle
- Availability Threshold
- Review Count Filter
- Host Listing Count Filter

Key Performance Indicators

- Median Price by Neighborhood
- Total Listings (11,348)
- Average Price
- Total Hosts (8,951)
- Average Available Days
- Total Reviews (349,305)
- Estimated Host Income

Calculated Fields

- Total Days Booked (365 - Available Days)
- Income Estimate (Days Booked × Price)
- Average Host Listing Count
- Median Price by Room Type
- Review Frequency Distribution